

## CLAIMS

We Claim:

1. An interactive voice response system, comprising:

an application program that provides call flow instructions, wherein a call flow instruction that invokes a voice prompt provides a variable that can be read from outside complied code of the application program;

a programmable processor that executes the call flow instructions of the application program;

a database that contains a plurality of pre-recorded voice prompts; and

an assignment table that assigns a value to the variable to provide an entry point to the database.

1 2. The interactive voice response system of claim 1, wherein the database includes a first voice  
2 prompt in a first language and a second voice prompt in a second language, wherein the first  
3 language and the second language are different.

1 3. The interactive voice response system of claim 1, wherein the database includes a first voice  
2 prompt spoken by a first speaker and a second voice prompt spoken by a second speaker, wherein  
3 the first speaker and the second speaker are different.

1 4. The interactive voice response system of claim 1, wherein the database includes a first voice  
2 prompt spoken by a male speaker and a second voice prompt spoken by a female speaker.

1 5. The interactive voice response system of claim 1, wherein the database includes a first voice  
2 prompt having a first level of formality and a second voice prompt having a second level of  
3 formality, wherein the first level of formality and the second level of formality are different.

1 6. The interactive voice response system of claim 1, wherein the database includes a voice  
2 prompt that includes music.

1 7. The interactive voice response system of claim 1, wherein the database includes a voice  
2 prompt that includes an audio tone.

1 8. The interactive voice response system of claim 1, wherein the database includes a first voice  
2 prompt and a second voice prompt spoken by the same speaker, wherein the first voice prompt  
3 and the second voice prompt convey substantially the same meaning, and wherein the first voice  
4 prompt and the second voice prompt differ in wording.

1 9. A method for selecting a voice prompt of an interactive voice response system that operates  
2 according to the compiled code of an application program that provides call flow instructions for  
3 the interactive voice response system, the method comprising the steps of:

4 providing a variable associated with the voice prompt by the application program;

5 assigning a value to the variable by accessing an assignment table that is held outside the  
6 compiled code of the application program; and

7 reading a database record that includes a digitally encoded voice prompt, wherein the  
8 database record is identified by the value assigned to the variable.

1 10. The method of claim 9, wherein the database includes a first voice prompt in a first language  
2 and a second voice prompt in a second language, wherein the first language and the second  
3 language are different.

1 11. The method of claim 9, wherein the database includes a first voice prompt spoken by a first  
2 speaker and a second voice prompt spoken by a second speaker, wherein the first speaker and the  
3 second speaker are different.

1 12. The method of claim 9, wherein the database includes a first voice prompt spoken by a male  
2 speaker and a second voice prompt spoken by a female speaker.

1 13. The method of claim 9, wherein the database includes a first voice prompt having a first  
2 level of formality and a second voice prompt having a second level of formality, wherein the first  
3 level of formality and the second level of formality are different.

1 14. The method of claim 9, wherein the database includes a voice prompt that includes music.

1 15. The method of claim 9, wherein the database includes a voice prompt that includes an audio  
2 tone.

1 16. The method of claim 9, wherein the database includes a first voice prompt and a second  
2 voice prompt spoken by the same speaker, wherein the first voice prompt and the second voice  
3 prompt convey substantially the same meaning, and wherein the first voice prompt and the  
4 second voice prompt differ in wording.

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